"Ideas change conversations"™

Benefit Map

Feature Cloud

Customer Perceived Desirability

Which features make your offering appealing to emotional choices?

Customer Benefit Consequence

What is the Overt Benefit for the customer?
Answer: What's in it for me?
What does it get accomplished?

Customer Perceived Feasibility

Which features make your offering appealing to logical choices?

Customer Archetypes

Describe a composite description of who would make the choice to try your offering? Give them a name and include why they would make that choice.

BoldThinking.com All Rights Reserved © 2015